We create
success stories.

That needs to be communicated in everything we do.

Table of content

About Spivi

We are a pan-Nordic alcohol beverage distributor who made it our mission to get great brands in the hands of their fans. Liquor to lips! By challenging and simplifying old market dynamics Spivi has quickly become one of the fastest growing and leading players in the region.

Established in Denmark 2013 we now consider the whole Nordic region our home market with headquarters in each capital.

We get people. By understanding brands and people, efficiently and with dedication, we offer brand success stories when emotionally connecting with the consumer. Also, we're like a family at Spivi. Unconditional love and dedication is in our culture. We're an experienced, professional and sharp team of industry loving, humble minds that dedicate our souls to create those hits with success stories.

Our vision

Our vision is to create a magic experience between people and our brands.

Our mission

To efficiently and with dedication, offer brands commercial success stories when emotionally connecting with as many people as possible.

Our core values

Dedication
If a brand is in our portfolio, we are committed to maximizing its potential in the market.

Honesty
To fully understand our brands and potential it is key to work with full transparency.

Confidence
Experience, knowledge, and a failure-safe environment provides a confident organization.

Efficiency
We take pride in being efficient, every step of the way, to maximize output.

We are strong when we trust each other, pulling in the same direction and have fun together.

Our identity

Our identity shall reflect our company. Unconditional love and dedication is in our culture. We're an experienced, professional and sharp team of industry loving, humble minds that dedicate our souls to create hits with success stories. But we also love efficiency.
This is what our identity should tell you.

Our identity is clean, inclusive and direct. It's colorful with its imagery yet breathy. It's full of heart and sincerity (in images). As well is our tone of voice. We speak to both producer as well as consumer, none of them should ever be excluded.

We can never ever give an impression of being cluttered and/or unfocused. We strive for clarity, efficiency and honesty.

In order to be clear and thrustworhy as a brand, we need our identity to be experienced the same way in meetings, presentatations and in all connection points with the company.

Motto: Rather less is less than more is more, but with with the right content/word/image.
We strive for dedication and efficiency.

Our logotype

Our logotype

Our logo is our soul. Its color with gradient are crucial, reflecting our energy and confidence, its solid foundation of belief and know how. It contains our values such as dedication, confidence, honesty and efficiency.

Main logo
Our colorful main logo shall always be used when possible. However the logo can only be on white background (or very very light image). This logo is always to use as a first choice.

What not do do
The logo can never be tilted or distorted.

Variations of our logotype

Main logo
Our colorful main logo shall always be used when possible. However the logo can only be on white background (or very very light image so it doesn't collide with logo). Its also allowed to used on a sign on a facade, then used with white background.

White logo
There will be times when color print/use is not possible, then white logo shall be used.

Black logo
When none of above is possible: we use it as black.

Main principal
Our main colorful logo is always our primary choice, since white canvas is a part of our identity. If that is not possible, try changing background/foundation to make colorful logo work. Black/dark background is not a part of our identity.
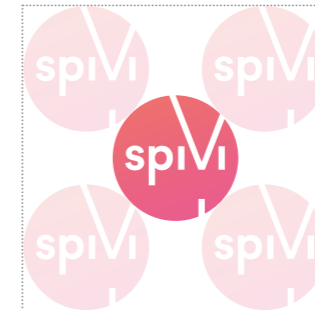
How to apply our logo

Free zone
Free zone is that minimal of free area or marginal that needs to surround our logo when ever applied on digital and print. That free zone needs to be negative space/white.

Smallest logo allowed: 12 mm in print, in digital xx px

Never tilt logo

Never edit nor distort within logo

Overall design language

Our tone of voice is confident and efficient, yet honest and friendly.

Our design language reflects that by using a clean and direct design. Since we love efficiency, we don't add anything without purpose. Everything is created and done for a reason. Images and text are there for a reason. White canvas is almost always our base, creating a clean plate. And most importantly, our design language needs to be friendly, inclusive and approachable. When color is needed we use our Spivi Red or our Spivi Gradient coming from our logo, showing our energy.

Or motto is rather less is less but with the right thing/content.

Same goes for text, it needs to be friendly and inclusive while always having a professional tone. Nothing more than needed is added.

Our typography

MONTSERRAT - our main typeface

Montserrat is a modern typeface, solid and graphic with a slightly rounded feeling, yet has a classic touch (it's an alteration of the classic typeface Gotham). Monterrat is Spivis main typeface and needs to be used in all communication.

Our typeface completes our clean and direct design language, by being sans serif and geometrical. It needs to be heavier in weight in headings to give us character and with a lighter bodytext to create that magic balance between confident and humble/inclusive.

Our typeface carries our confidence yet it is being inclusive and welcoming, when designed with needed heavier weight for headings and lighter for body.

Montserrat

To complete our clean and direct design language, we're are using a typeface that is solid and graphic with a slightly rounded feeling, yet has a classic touch (it's an alteration of the classic typeface Gotham).

Montserrat Extrabold
All headings should be in Extrabold (regardless if print or digital, if heading such as H3 or smaller is used then use Bold.

Montserrat Medium
Montserrat Medium is used for bodytext that is used online (color#404040, never in solid black).

Montserrat Regular
Montserrat Regular is used for text such as presentiatons or in solid print.

Montserrat is a google font and both free and easy implemented onto web and PPT.

We never put any text in only capitals, that gives an impression of screaming. We don't scream.

For buttons we use capitals with kerning +75.

Montserrat Extrabold

Abcdefeghijklmnopqrstuvwxyzåäö
ABCDEFEGHIJKLMNOPQRSTUVWXYZÅÄÖ 1234567890

Montserrat Medium

Abcdefeghijklmnopqrstuvwxyzåäö
ABCDEFEGHIJKLMNOPQRSTUVWXYZÅÄÖ 1234567890

Montserrat Regular

Abcdefeghijklmnopqrstuvwxyzåäö
ABCDEFEGHIJKLMNOPQRSTU VWXYZÅÄÖ 1234567890

Typographical settings

To complete our clean and direct design language, we're are using a typeface that is solid and graphic with a slightly rounded feeling, yet has a classic touch (it's an alteration of the classic typeface Gotham). The typeface needs to carry confidence yet be inclusive and welcoming. It should be used with the balance of both.

Bodytext for presentations:
Montserrat Regular in 10/16 pt .

Headings presentations
Montserrat Extrabold in 20-24 pt/28pt.

Dividers presentations
Montserrat Extrabold in 50pt/56pt

Montserrat is a google font and both free and easy implemented onto web and PPT.

We never put any text in only capitals, that gives an impression of screaming. We don't scream.

Buttons on website
Montserrat Bold with kerning +75.

Our color palette

Colors

Our base is a always a white canvas, using black text. The addition of colors is mainly created with imagery.

However the usage of our accent colors are crucial. Colored text is only used on activation, such as buttons online.

White is a very important part of the color palette, and needs to be used actively to create contrast to logo and images. This is to create a clear and distinct expression.

Spivi Red
Our spivi color is to highlight and navigate such as buttons or menue when digital,RGB: 232,115,118. And as hyperlinks in interactive pdfs or presentations.
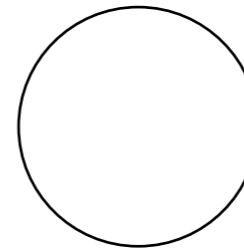
Spivi Gradient
The gradient used as a divider in presentions, or as a highlighter for quotes for example.

Black
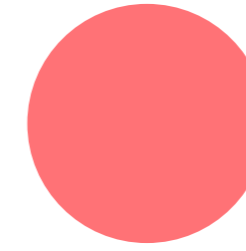Black is used on all text, use a 95% black or #404040.

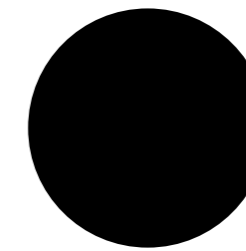**Buttons on website**
Buttons shoule be in Spivi Red.

White

100% WHITE
RGB: 255, 255, 255
HEX: #FFFFFF

Spivi Red

PMS: xx U
RGB: 232,115,118
HEX: ##e87376
CMYK may not be used for this red

Spivi Black

PMS: Black 6 U
RGB: 0, 0, 0
HEX: #0404040

Spivi Gradient
From #ED706E to #EA5D8F with and angle of -60°
(pink in bottom and a apricot up top
Or in RGB: 232,115,118 to 234,93, 143

Our imagery
and illustrations

World of imagery

Spivi creates success stories. Spivi connects brand and people.

This needs to be reflected. Images that we use shall be colorful, positive and inclusive, representing a diversion of people. We understand our target group by finding the balance in showing both life, context and entrepreneurial spirit. For reference visit www.spivi.se

Images
Our images whould contain relaxed and joyful people, avoid stock photos if possible. We are personal and our imagery needs to convey that.

Layout
When using/layouting the images its important to use a lot of white space in order to be distinct and clear, letting the images speak.

The best brands speak one distinct voice. We can never ever give an impression of being cluttered and/or unfocused. Rather less is less than more is more.

We are trustworthy by not having image that feels forced. Rather not use an image then. It needs to add a postive feeling.

Illustrations

Our illustrations are simple and playful, not only showing our extra effort for all we do but also showing alternative ways of illustrating things. Our illustrations are outlined, only when used on gradient, it can be partly solid, then in balance with outlined.
For more references visit www.spivi.se

Layout
When using/layouting the illustrations its important to use a lot of white/negatvie space in order to be distinct and clear, letting the images speak.

The best brands speak one distinct voice. We can never ever give an impression of being cluttered and/or unfocused. Rather less is less than more is more.

Confidence   **Dedication**   **Efficiency**   **Honesty**

Digital communciation/ design

Everything we do communicates

And our digital communication and layout includes all our digital presence, such as presentations, website, social media, email signature etc. Keep it clean and and on point, with only needded components. Keep it effiecient but dedicated.
For more references visit www.spivi.se

Layout
Remember that our canvas is always white and we need it to give the structured, effective impression. The white/negatvie space functions to be distinct and clear, letting the images speak and text speak. For presentations, the slides need to be airy. Use dividers with gradient when needed and create dynamic with text and typography to express energy.

The best brands speak one distinct voice. We can never ever give an impression of being cluttered and/or unfocused. Rather less is less than more is more.

Use this brand manual as a reference for presentations.

Examples of presentations needs to be added here.